

ABSTRACT OF THE DISCLOSURE

A goods or service information is broadcasted on television from a TV broadcast station, and supplied to unnamed or many audiences. The audience(purchaser) receives an image pattern which is formed by optical signals and displayed as a management data of goods on one part of display of a television set by means of an optical signal receiver of his or her own cellular phone, and then designates any goods displayed on the television by operating the cellular phone. The cellular phone collates the designated goods with the received management data, generates a predetermined offer data, and transmits it to a mail-order firm through a communication network in order to offer a purchase of goods. When the mail-order firm receives the offer, the firm causes a distributor to distribute the designated goods. In the case of cash on delivery also, namely the distributor hands over the goods to the purchaser and receives the payment, the purchaser and the distributor requires a settlement of account to the mail-order firm with the both person's cellular phone, and an account center connected with the mail-order firm in the communication network performs an adequate settlement.